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What is claimed is:

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- 8. A pharmaceutical composition for stimulating sexual response in a mammal, comprising a peptide and a pharmaceutically acceptable carrier, wherein said peptide is a free acid or pharmaceutically acceptable salt thereof comprising a sequence selected from the group consisting of His-Phe-Arg-Trp (SEQ ID NO:1), His-D-Phe-Arg-Trp, homologs of His-Phe-Arg-Trp (SEQ ID NO:1) and homologs of His-D-Phe-Arg-Trp.
  - 9. The pharamceutical composition of claim 8, wherein said peptide is a cyclic peptide.
  - 10. The pharmaceutical composition of claim 8, wherein said peptide has a terminal carboxyl group.
- 11. The pharmaceutical composition of claim 8, wherein the peptide consists of the15 sequence Ac-NIe-cyclo(-Asp-His-D-Phe-Arg-Trp-Lys)-OH.
  - 12. A method for stimulating sexual response in a mammal, comprising administering a pharmaceutically sufficient amount of a composition comprising a peptide or pharmaceutically acceptable salt thereof of the formula Ac-Nle-cyclo(-Asp-His-D-Phe-Arg-Trp-Lys)-OH.
    - 13. The method of claim 12, wherein the mammal is a male.
    - 14. The method of claim 12, wherein the mammal is a female.
- 25 15. The method of claim 12, wherein the pharmaceutically sufficient amount is at a dose level that does not induce emesis or other deleterious side effects.
  - 16. The method of claim of claim 12, wherein the composition further comprises a pharmaceutically acceptable carrier.

17. The method of claim 12, wherein administering comprises administering by a method of administration selected from the group consisting of administration by injection, administration through mucous membranes, buccal administration, oral administration, dermal administration, inhalation administration and nasal administration.

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- 18. The method of claim 17, wherein administering comprises nasal administration of a metered amount of a formulation comprising an aqueous buffer.
- 19. The method of claim 18, wherein the aqueous buffer is a member selected from thegroup consisting of saline and citrate buffer.
  - 20. A method for stimulating sexual response in a mammal, comprising administering a pharmaceutically sufficient amount of a composition comprising peptide wherein said peptide is a free acid or pharmaceutically acceptable salt thereof comprising a sequence selected from the group consisting of His-Phe-Arg-Trp (SEQ ID NO:1), His-D-Phe-Arg-Trp, homologs of His-Phe-Arg-Trp (SEQ ID NO:1) and homologs of His-D-Phe-Arg-Trp.
    - 21. The method of claim 20, wherein the mammal is a male.
- 20 22. The method of claim 20, wherein the mammal is a female.
  - 23. The method of claim 20, wherein the peptide consists of the sequence Ac-Nle-cyclo(-Asp-His-D-Phe-Arg-Trp-Lys)-OH.
  - 24. The method of claim of claim 20, wherein the composition further comprises a pharmaceutically acceptable carrier.
    - 25. The method of claim 20, wherein administering comprises administering by a method of administration selected from the group consisting of administration by injection, administration through mucous membranes, buccal administration, oral administration, dermal administration, inhalation administration and nasal administration.

- 26. The method of claim 20, wherein administering comprises nasal administration of a metered amount of a formulation comprising an aqueous buffer.
- 5 27. The method of claim 26, wherein the aqueous buffer is a member selected from the group consisting of saline and citrate buffer.